

Instore Magazine Jewelry Show Features Informative Seminar on Jewelry Store Lighting

By [jewelry store lighting](#)

The Navy Pier in Chicago played host to the first annual Instore Magazine jewelry show April 19-21, 2009. Instore Magazine is the leading trade publication for the jewelry industry. Billed as "The Instore Show" the event featured top equipment and jewelry manufactures, jewelry store owners and industry dignitaries. In addition to the selling that took place on the show floor, the Instore Show also ran a series of educational sessions with topics covering areas such as buying, selling, marketing and store management. One of the educational sessions that drew a large crowd was the session on [jewelry store lighting](#). [1]

The speaker chosen by the Instore staff to lecture on [jewelry store lighting](#) [2] was Howard Gurock, co-president of [Econo-Lite Products](#) [3]. The session focused on the proper way to illuminate a jewelry store, how different diamonds and jewelry react to the different sources of lighting, how the proper use of lighting can direct a customer's attention to a desired areas of a jewelry store as well as the current advances in lighting technology.

One of the attendees at the jewelry store lighting lecture was Fran Zimniuch, Senior Advertising Representative for the Eastern United States for Instore Magazine/Indesign Magazine/The Instore Show. Zimniuch attended to show to learn more about lighting in an effort to better understand how lighting affects sales at jewelry stores.

Said Zimniuch "Most jewelers are experts about all facets of their business, from diamonds to gemstones and from settings to the latest industry trends. But even more important to the success of a jewelry store is having the proper lighting to show their merchandise to consumers in the best way possible. Sadly, this crucial element is the one that most jewelry store owners know the least about. That all ended at The Instore Show when Howard Gurock of Econo-Lite gave them a wonderful education about the elements of lighting which led to a better understanding that will enable them to make the correct decisions for their stores from a newfound wealth of knowledge.

Zimniuch added "It was a phenomenal and illuminating seminar that had the attendees thankful for the experience. No one left feeling short-changed."

Gurock added "it was an honor to be chosen by Instore to lecture on the very important topic of jewelry store lighting. I hope that all of the attendees came away more knowledgeable about lighting and were able to use what I taught to make their stores more visually attractive, display their merchandise under the proper light and create an energetic environment to increase sales."

Econo-Lite Products is a division of Eco-Lite Products, a leading supplier of energy-efficient, product-enhancing lighting to beauty salons, art galleries, jewelry stores and eyewear retailers.

Eco-Lite's fixtures are manufactured based on their cornerstone lighting principles. Their products are the perfect combination of energy efficiency, power, color and longevity.

Visit them online at <http://www.eco-lite.com/> [4]
